[0071] The storage **606** includes a machine-readable medium on which are stored instructions embodying any one or more of the methodologies or functions described herein. The instructions (e.g., software) may also reside, completely or at least partially, within the main memory **604** or within the processor **602** (e.g., within a processor's cache memory) during execution thereof by the computer system **600**, the main memory **604** and the processor **602** also constituting machine-readable media. The instructions may be transmitted or received over a network **614** via the network interface device **618**.

[0072] While machine-readable medium is shown in an example embodiment to be a single medium, the term "machine-readable medium" should be taken to include a single medium or multiple media (e.g., a centralized or distributed database, or associated caches and servers) able to store instructions. The term "machine-readable medium" shall also be taken to include any medium that is capable of storing instructions for execution by the machine and that cause the machine to perform any one or more of the methodologies disclosed herein. The term "machine-readable medium" includes, but not be limited to, data repositories in the form of solid-state memories, optical media, and magnetic media.

VIII. Example UAV Configuration

[0073] FIG. **7** is a diagram of an example UAV **115**, according to an embodiment. The example UAV **115** is a quadcopter with four rotors to provide aerodynamic lift to the UAV **115** as well as to accelerate and rotate the UAV **115**, as further described in conjunction with FIG. **2**. The UAV **115** includes a camera **215**, as further described in conjunction with FIG. **2**. The camera **215** is coupled to the UAV **115** via one or more actuators or other mechanisms to control orientation of the camera **215**.

IX. Additional Configuration Considerations

[0074] The disclosed embodiments beneficially allow for improved coverage of an event through the messaging platform **100** and the UAV **115**. The UAV **115** beneficially provides a dedicated feed of an event that records a larger quantity of media than that recorded by individual account holders. The UAV **115** can fly, so the recorded coverage of the event may have more diverse geographic coverage and may include aerial coverage to provide a bigger picture view of an event. By allowing accounts to interact with the UAV **115** through commands, the messaging platform **100** promotes increased engagement with the messaging platform **100** and improves relevance of event coverage to account holders of the messaging platform **100**. Through prominence of on-UAV payloads (e.g., light shows, displays, speakers), attendees of the event become more aware of the messaging platform **100** and are more likely to engage with the messaging platform **100** to provide their unique perspective on the event.

[0075] Throughout this specification, plural instances may implement components, operations, or structures described as a single instance. Although individual operations of one or more methods are illustrated and described as separate operations, one or more of the individual operations may be performed concurrently, and nothing requires that the operations be performed in the order illustrated. Structures and functionality presented as separate components in example configurations may be implemented as a combined structure or component. Similarly, structures and functionality presented as a single component may be implemented as separate components. These and other variations, modifications, additions, and improvements fall within the scope of the subject matter herein.

[0076] Certain embodiments are described herein as including logic or a number of components, modules, or mechanisms. Modules may constitute either software modules (e.g., code embodied on a machine-readable medium or in a transmission signal) or hardware modules. A hardware module is tangible unit capable of performing certain operations and may be configured or arranged in a certain manner. In example embodiments, one or more computer systems (e.g., a standalone, client or server computer system) or one or more hardware modules of a computer system (e.g., a processor or a group of processors) may be configured by software (e.g., an application or application portion) as a hardware module that operates to perform certain operations as described herein. One or more steps of the processes or methods described herein (e.g., that illustrated in FIG. **4**) are repeated concurrently by multiple threads. Thus, one or more of the steps can be performed serially, in parallel, and/or by a distributed system, in accordance with various embodiments of the invention.

[0077] In various embodiments, a hardware module may be implemented mechanically or electronically. For example, a hardware module may comprise dedicated circuitry or logic that is permanently configured (e.g., as a special-purpose processor, such as a field programmable gate array (FPGA) or an application-specific integrated circuit (ASIC)) to perform certain operations. A hardware module may also comprise programmable logic or circuitry (e.g., as encompassed within a general-purpose processor or other programmable processor) that is temporarily configured by software to perform certain operations. It will be appreciated that the decision to implement a hardware module mechanically, in dedicated and permanently configured circuitry, or in temporarily configured circuitry (e.g., configured by software) may be driven by cost and time considerations.

[0078] The various operations of example methods described herein may be performed, at least partially, by one or more processors, e.g., processor **602**, that are temporarily configured (e.g., by software) or permanently configured to perform the relevant operations. Whether temporarily or permanently configured, such processors may constitute processor-implemented modules that operate to perform one or more operations or functions. The modules referred to herein may, in some example embodiments, comprise processor-implemented modules.

[0079] The one or more processors may also operate to support performance of the relevant operations in a "cloud computing" environment or as a "software as a service" (SaaS). For example, at least some of the operations may be performed by a group of computers (as examples of machines including processors), these operations being accessible via a network (e.g., the Internet) and via one or more appropriate interfaces (e.g., application program interfaces).

[0080] The performance of certain of the operations may be distributed among the one or more processors, not only residing within a single machine, but deployed across a number of machines. In some example embodiments, the one or more processors or processor-implemented modules may be located in a single geographic location (e.g., within a home environment, an office environment, or a server farm). In